

**MEDIA RELEASE**  
**IDS 2019 PRESS CONFERENCE**  
**MARCH 14<sup>th</sup>, 2019**

---

**BioHorizons Camlog – Inspiring Excellence in Oral Reconstruction**

At IDS 2019, BioHorizons and Camlog present a variety of innovations for implant-based tooth replacement. The comprehensive lines of dental implants, restorative components, CAD/CAM and regenerative solutions are tailored to the diverse individual needs of today's clinical challenges in daily practice.

Highlights at IDS 2019 include:

- The launch of a new implant line geared to high primary stability and modern treatment concepts – the PROGRESSIVE-LINE, available for the established CAMLOG® and CONELOG® connections;
- The presentation of an innovative line extensions to the BioHorizons Tapered Implant System introducing the Tapered Short implant and the Tapered Immediate Molar;
- The display of further developments of the CERALOG® 2-piece ceramic implant system increasing prosthetic ease-of-use;
- With Intra-Spin®, a centrifuge to create L-PRF®, a three-dimensional autologous combination of platelet rich fibrin derived from the patient's blood, BioHorizons and Camlog are complementing the comprehensive portfolio of regenerative solutions; and,
- BioHorizons and Camlog announced the CE certification of a novel acellular dermal matrix derived from porcine tissue, intended for soft tissue applications – NovoMatrix™ – designed for cellular repopulation and revascularization.

Todd Strong, Chief Technology Officer of BioHorizons Camlog comments: “We are convinced that our comprehensive, evidence-based, and scientifically proven portfolio of products offers ideal solutions for the individual preferences of today's implantologists and specialists. Our approach of an open digital workflow ensures that our solutions can work with a number of preferred equipment and software available in the market today. By combining a diverse offering of surgical, prosthetic and restorative options from within our group, our customers benefit from a variety of options. These options are all complemented by high-class education and backed by high scientific standards.”

**Joining forces, accelerating evolution.**

Since 2016, BioHorizons and Camlog, the premium implant companies within Henry Schein's Global Dental Surgical Group, have pursued an evolutionary pathway to combine their strengths and conquer a global leadership position together. At first, BioHorizons and Camlog unified their go-to-market approach in all subsidiary markets, using the complementary strength of each other – complementing the product portfolios and enabling increased service levels to their customers. In 2018, the international sales channels were combined, creating five regional sales organizations: APAC, Western Europe, DACH (GER/AUT/SUI), the Americas and Rest of World, thus, enabling local customer centricity in each market, and focus on the fast-growing international markets. During these years, a strong global team and culture

was formed, mainly building on long-standing team members, with talent, and dental experience from within both companies.

“We always focus on our people - especially during transformation. Trust and loyalty within the organization are the basis. Building an inspiring and empowering culture is key to win in today’s fast changing environment,” said Dr. René Willi, President, Global Dental Surgical Group of Henry Schein. “BioHorizons Camlog is well positioned to continue winning market share in the global challenge. Yet, we have preserved our strength of being present locally, keeping strong relationships with our customers, and a high identification with our brands and values. The quality of our teams make the difference - keeping the family feeling, and the continuity while accelerating. Welcome to BioHorizons Camlog.”

The new combined group branding of BioHorizons Camlog marks a subsequent milestone of combining two industry leading companies to jointly grow on a global scale, while reinforcing the identity of the established brands. Camlog will continue to be the leading brand in the German speaking markets. BioHorizons will continue to lead in the Americas. We introduce the group branding with great care, building on our history in each market, and the high identification and loyalty of our customers and employees. The group brand symbolizes our joint DNA of creating individual, intelligent, and inspiring solutions. The group brand will be used to strengthen our joint global brand awareness, building on the strong brand equity of BioHorizons and Camlog,” said Holger Essig, Chief Marketing Officer.

#### **Camlog Germany – a role model for continued success.**

In 2019, Camlog is celebrating 20 years of continued success. A very important success factor is the teams` evolutionary spirit: that evolution only works with each other, that evolution is based on co-operation and strong partnerships, that learning from others makes the difference, and lateral thinking leads to new horizons – transferring ideas and spirit into business, and helping customers grow their practice by offering value added services and education beyond implants. According to Camlog, that is why in the meantime, every fourth implant sold in Germany is from Camlog - a result of 20 years of continuity and creativity.

“We would like to thank all our customers for the valuable insights provided, helping us to develop and grow our solution portfolio, as for their loyalty and support. The IDS 2019 product launches, especially PROGRESSIVE-LINE and our innovative regenerative solutions, will be essential to satisfy the expanding needs of our customers, win new customer segments, and continue our growth path,” said Martin Lugert, Managing Director of Sales, Camlog Germany.

#### **Focus on science and education.**

BioHorizons and Camlog have always been focusing on a strong scientific base and high-level education. The Global Education Tour with its global event this year in Cartagena, Colombia, and further events in Italy, Japan, Spain, and Chile or the 6<sup>th</sup> Lab Technician Congress in Frankfurt are great examples of BioHorizons Camlog continuous educational commitment. Another highlight will be the ORAL RECONSTRUCTION FOUNDATION’s Global Symposium in New York, in April 2020.

*Characters: 6.173 (inkl. spaces)*

*Images: BioHorizons Tapered Short and PROGRESSIVE-LINE*

*consequent media releases on: PROGRESSIVE-LINE launch; INTRA-Spin*

## About BioHorizons and Camlog

BioHorizons and Camlog are leading suppliers of premium dental implant systems, restorative components, a comprehensive line of biologics products and digital solutions. They are committed to developing evidence-based and scientifically proven products, as well as continuous education according to highest standards.

Headquartered in the U.S. and Europe, respectively, BioHorizons and Camlog's geographic positions allow them to efficiently serve direct subsidiaries in the Americas and Western Europe, as well as their entire distribution network in more than 80 countries around the world.

The companies are part of [Henry Schein, Inc.](https://www.henryschein.com), a solutions company for health care professionals powered by a network of people and technology. With more than 18,000 Team Schein Members worldwide, Henry Schein's network of trusted advisors provides over 1 million customers globally with more than 300 valued solutions that improve operational success and clinical outcomes. The Company's Business, Clinical, Technology, and Supply Chain solutions help office-based dental and medical practitioners work more efficiently so they can provide quality care more effectively. These solutions also support dental laboratories, government and institutional health care clinics, as well as other alternate care sites.

For more information, visit [www.biohorizons.com](https://www.biohorizons.com), [www.camlog.com](https://www.camlog.com) and [www.henryschein.com](https://www.henryschein.com).

Contact:

Holger Essig

Chief Marketing Officer

Camlog BioHorizons

[holger.essig@camlog.com](mailto:holger.essig@camlog.com)



*The BioHorizons Tapered Short implant design features an aggressive thread profile and tapered body for primary stability, even in compromised situations.*



*The new PROGRESSIVE-LINE presents  
Itself in a new look and will be available  
with the well-established CONELOG® and  
CAMLOG® connection.*